

## **Privacy Policy**

**October 30, 2024**

### **OUR COMMITMENT**

It is the policy of the University System of Georgia Foundation, Inc. (together with our subsidiaries and affiliates, the “Foundation,” “we” or “our”), a supporting organization of the University System of Georgia (together with its institutions, “USG”) to respect the privacy of our users, and we will strive to protect our users’ privacy on our website found at [www.usgfoundation.org](http://www.usgfoundation.org) (the “Site”) and affiliated websites. This Privacy Policy sets out the basis by which data we collect about you will be used, disclosed, processed and handled. It outlines our procedures with respect to website management, the type of information we collect from visitors to this Site and affiliated websites, and what we do with that information. It also describes how we protect information gathered via this Site and affiliated websites, and the choices you have concerning our use of such information.

Please read this Privacy Policy carefully. We reserve the right to change this Privacy Policy without prior notice, however, if we materially change this policy, we will post a notice of those changes on the Site. Please refer back to this policy regularly. Your continued use of the Site will be deemed your agreement that your information may be used in accordance with the new policy. If you do not agree with the changes, then you should stop using the Site, and you should notify us that you do not want your information used in accordance with the changes.

We are the operator of this Site, although software, hosting and other functions may be provided by third parties (“Service Providers”) that we do not control. This Privacy Policy does not describe information collection policies on any other websites, such as separate sites operated by the USG or any other third parties. We do not maintain or monitor the resources linked from our Site. We do not monitor any linked resources that fall outside our website domain. We are not responsible for the privacy practices or the content of these linked resources, and the statements, views, and opinions expressed therein are neither endorsed by nor do they necessarily reflect the opinion of the Foundation. Any links to non-Foundation information or resources are provided as a courtesy. Such links are not intended to endorse nor do they constitute an endorsement by the Foundation of the linked materials.

This Privacy Policy may be changed from time to time and without notice. Continued use of the Site after any such changes constitutes acceptance of the new terms. If you do not agree to abide by these new terms or any future terms, please do not use the Site. This Site is not directed to children under 13 years of age, and children under 13 years of age shall not use this Site to submit any personal information about themselves. (In accordance with the Federal Trade Commission (FTC) [Children’s Online Privacy Protection Rule](#) (“COPPA”).)

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### **INFORMATION WE COLLECT**

We gather information about you online if you voluntarily provide us with your information, such as when you make a contribution, complete an online form, register for an event, or communicate by sending us an email or completing a survey or questionnaire. You warrant that we may rely on any information you provide and that it is accurate and truthful, and you expressly authorize us to use or disclose the information for the intended purpose. On certain pages on our Site, such as in connection with making a contribution online, or if you ask by email for more information about our programs or objectives, you may be asked to provide information such as name, address, phone number, fax number, email address, demographics, credit card, and other information. We do not gather this personal information on our Site or our affiliated websites without your consent or active participation.

Data may be transferred into our database from the system of the USG. We may also gather information about you that is available to the public from other websites or sources such as LinkedIn and Facebook. The majority of the information we hold is obtained directly from you; and if you interact with any other departments, divisions, schools or faculties within the USG we may receive data from these areas.

By submitting a telephone number to us, you agree that our representative may contact you at the number you provide, potentially using automated technology (including texts/SMS messaging) or a pre-recorded message.

### **DONATIONS AND EVENT REGISTRATIONS**

Online donations and event registrations may be processed by Service Providers, such as GiveLively and MailChimp. Credit card and other information you provide when making an online donation is provided directly to the Service Provider for the purpose of processing and recording gifts or processing other transactions you authorize. All credit card information is encrypted at the time of processing and not stored for further use. \ The Service Providers have been charged with protecting this information in accordance with the prevailing industry standards as maintained by the Service Providers and described more fully in their privacy policies.

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### **OTHER INFORMATION COLLECTED**

When you visit the Site, we may collect certain routing information, including, but not limited to traffic data, location data, weblogs and other communication data, the Internet Protocol (“IP”) address of your originating Internet Service Provider (“ISP”), and information provided by “cookies” stored on your hard drive. We may also collect aggregate information about the use of the Site, including, but not limited to, which pages are most frequently visited, how many visitors the Site receives daily, and how long visitors stay on each page. We may disclose and publish aggregate information on an aggregate basis to any party through any means, but such aggregate information will not disclose any personal information. Any information collected through this Site may also be used in aggregate by system administrators in the administration of the Site. This information helps us understand aggregate uses of the Site, track usage trends, and improve services. Visitors may also be required to provide certain personal information in order to access various features and information on the Site. Such information may include, among other things, name, address, and phone number. If you do not want to provide such information, you may choose not to access those features of the Site. Any personal information that you choose to provide through the Site will be protected in accordance with the provisions of this Privacy Policy.

### **COOKIES**

Cookies are small pieces of data that may be stored by an Internet browser. Cookies are often used to remember information about preferences and pages visited. This information is stored for the visitor’s convenience and also may be used in the aggregate to monitor and enhance the Site. For example, when you visit some sites on the Internet you might see a “Welcome Back” message. The first time you visited the site a cookie may have been set on your computer; when you return, the cookie is read again. You can refuse to accept cookies, disable cookies, and/or remove cookies from your hard drive. However, if you do not accept cookies from the Site, you may lose access to the Site or experience decreased performance of the Site.

### **SECURITY AND ACCURACY OF CONFIDENTIAL INFORMATION**

We do our best to reasonably ensure that the personal information obtained from you is accurate. Visitors may review the information saved or submitted via the Site at any time up to the point when it is purged. In the event that there is an error in your personal information, we will correct the information upon your request.

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We have put in place reasonable physical, technical, and administrative safeguards designed to prevent unauthorized access to our use of the information collected online. While we strive to protect visitors' personal information by encryption and other means, we cannot guarantee or warrant the security of the information you transmit to us, and if you choose to use the Site, you do so at your own risk.

Please keep in mind that any information you disclose on any public forum on our Site can be collected and used by other visitors to the Site. If you post any data within a public forum on our Site that data is now public.

### **SHARING OF INFORMATION**

We are committed to maintaining the privacy of your personal information. The Foundation does not actively share personal information gathered from the Site for non-Foundation or non-USG purposes. However, there may be some instances in which the Foundation will need to do so with Service Providers acting on the Foundation's behalf, as necessary to protect the Foundation's interests, and/or as required by law (including but not limited to the Georgia Open Records Act, if applicable). The Foundation also complies with the Family Educational Rights and Privacy Act ("FERPA"), which generally prohibits (with some exceptions) the release of education records without student permission. For more details on FERPA, currently enrolled students should see their institution's specific policies.

We may disclose your information to third-parties with whom we contract to update our files and to USG-affiliated organizations in support of the USG's goals and objectives. We may use any information you disclose to us or in online applications to process your donations or to call, mail and market information about the USG or the Foundation to you. We may also publicize your name, year of graduation and your category of support in our honor roll of donors, annual report and/or other donor recognition publications, which are publicly available, unless you specifically ask to remain anonymous.

We may obtain your express permission to disclose before, during or after our Site collects your user information. Permission may be granted to us in the donations you make to us or in other forms that you complete online or offline.

Except in support of Foundation and USG-affiliated programs, we do not sell, trade, rent or otherwise provide any of your information to other organizations. Also, although unlikely, we may be required by law enforcement or judicial authorities to provide information to the appropriate

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governmental authorities. In these cases, we will provide this information as and to the extent we have determined that the disclosure of any such information is appropriate.

### **EDITING/DELETING/DEACTIVATING PERSONAL INFORMATION**

As applicable and/or as required by law, if your information changes (such as zip code, phone, email or postal address), or to otherwise fulfill your reasonable requests regarding your personal information, please contact us.

### **OPTING OUT OF EMAIL**

Email recipients may unsubscribe from Foundation-related emails by clicking on the link at the bottom of the message sent, or by contacting us by phone or email.

### **EU RESIDENTS: ADDITIONAL DATA PROTECTION RIGHTS YOU MAY HAVE**

Depending on where you reside, applicable laws may give you additional rights to request access to, or request the erasure, correction or transfer of, your personal information. If such laws apply to you (for example, if you are located in the European Community, we will collect and use your personal data only if we have one or more legal bases for doing so. You may ask to see your data or request, to the extent allowed by law, to have your data corrected or erased. You may also object to or request restrictions on how your data will be processed. You may ask that your data be forwarded or transferred to another organization. Finally, to the extent allowed by law, you may withdraw consent you have given to certain data processing, without penalty. If you do decide to withdraw consent at a later date, your withdrawal will not affect the legality of the processing of your data up to that point. If you have any questions concerning your rights under applicable laws, you may also contact us.

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### **QUESTIONS**

If you have questions about this Privacy Policy or you believe that your personal information has been released without your consent or if you wish to correct information held by the Foundation, please contact us at [dataprivacy@usgfoundation.org](mailto:dataprivacy@usgfoundation.org).

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### **PRIVACY NOTICE**

#### **Lawful Basis for Collecting and Processing Personal Data**

The Foundation exists to support the USG, a system of organizations and institutions of higher education involved in education, research, and community development. In order for the Foundation to provide such support, it is essential and necessary, that the Foundation have lawful basis to collect, process, use, and maintain data of students, donors, employees, visitors and others involved in its programs. The lawful basis includes, without limitation, communications; employment; processing of contributions; program development; program analysis for improvements; and records retention. Examples of data that the Foundation may need to collect in connection with the lawful basis are: name, email address, IP address, physical address or other location identifiers, photos, as well as some sensitive personal data obtained with prior consent. Please note that each USG institution may have its own privacy notice and policy posted on its website, which may have different or expanded notices and/or policies. Also note that any reference to the “Foundation’s purpose” or “for the Foundation’s use” or words of similar import in this policy may refer to the Foundation’s mission to support the USG, and any activities and uses that support that mission.

#### **Definition**

**Data subject is any person whose personal data is being collected, held or processed.**

Most of the Foundation’s collection and processing of personal data will fall under the following categories:

1. Processing is necessary for the purposes of the legitimate interests pursued by the Foundation or third parties in support to the USG.
2. Processing is necessary for the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract.
3. Processing is necessary for compliance with a legal obligation to which the Foundation is subject.
4. The data subject has given consent to the processing of his or her personal data for one or more specific purposes. There will be some instances where the collection and processing of personal data will be through other lawful means. Most often, this data comes directly from the data subject or under the direction of the data subject who has provided it to a

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third party (for example, application for admission to a USG institution through use of a common application).

### **Individual Rights of the Data Subject**

Individual data subjects can expect the following, if requested in writing:

- Information about how the Foundation is collecting the data;
- The Data Privacy Administrator contact information;
- The purposes and legal basis/legitimate interests of the data collection/processing;
- Information about who received any personal data;
- If the Foundation intends to transfer personal data to another country or international organization;
- The period the personal data will be stored;
- The existence of the right to rectify incorrect data or erase applicable personal data, restrict or object to processing, and the right to data portability;
- The existence of the right to withdraw consent at any time;
- The right to lodge a complaint with a supervisory authority (regulators, etc.);
- Why the personal data are required and possible consequences of the failure to provide the data;
- The existence of automated decision-making, including profiling; and,
- If the collected data are going to be further processed for a purpose other than that for which it was collected.

Note: By exercising any of these rights, a data subject is guaranteed to be afforded a process, not a particular outcome. Any data subject who wishes to exercise any of the above-mentioned rights may do so by filing or submitting such request at [dataprivacy@usgfoundation.org](mailto:dataprivacy@usgfoundation.org).



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### **Security of Personal Data**

All personal data and special categories of sensitive personal data collected or processed by the Foundation must comply with USG Cybersecurity Plan, as authorized by the Board of Regents Policy Manual Section 10.4 Cybersecurity: <https://www.usg.edu/policies>. Anyone suspecting that his or her sensitive personal data has been exposed to unauthorized access, report your suspicion to [helpdesk@usg.edu](mailto:helpdesk@usg.edu). Otherwise, questions concerning more general data privacy can be sent to us at [dataprivacy@usgfoundation.org](mailto:dataprivacy@usgfoundation.org). USG will not share your information with third parties except as necessary to meet a lawful purpose.

### **Georgia Open Records Act**

As an entity that supports the USG and its organizations and institutions, the Foundation may be subject to the provisions of the [Georgia Open Records Act](#) (ORA). Except for those records that are exempt from disclosure under the ORA, the ORA provides that all citizens are entitled to view the records of state agencies on request and to make copies for a fee, though we make no representation that the Foundation is subject thereto.

### **Data Retention**

The Foundation keeps the data it collects for the time periods specified in the USG Records Retention Schedules: [https://www.usg.edu/records\\_management/schedules/](https://www.usg.edu/records_management/schedules/).